

WHAT IS CLAIMED IS:

1. A polyol-in-silicone emulsion consisting essentially of:
 - (i) an alkyl dimethicone copolyol having an HLB of from about 4 to about 6, and a molecular weight of from about 10,000 to about 20,000, wherein the alkyl group is made of about 10 to about 22 carbons; and
 - (ii) a polyol, wherein the weight ratio of the alkyl dimethicone copolyol to the polyol is from about 100 : 1 to about 2 : 8.
2. The polyol-in-silicone emulsion of claim 1, further comprising hydrophilic skin treatment agent in an amount soluble in the polyol.
3. A personal care composition comprising by weight:
 - (a) from about 0.01% to about 65% of the polyol-in-silicone emulsion according to Claim 1 or 2; and
 - (b) a carrier.
4. The personal care composition of Claim 3 wherein the composition is a lipstick, wherein the carrier comprises a solid wax, an oil, and a pigment.
5. The lipstick composition of Claim 4 comprising by weight:
from about 0.1% to about 20% of the polyol-in-silicone emulsion;
from about 10% to about 20% of the solid wax;
from about 30% to about 80% of the oil; and
from about 2% to about 20% of the pigment.
6. The personal care composition of Claim 3 wherein the composition is a foundation, wherein the carrier comprises an oil, and a pigment.
7. The foundation composition of Claim 6 wherein the carrier further comprises a film forming agent.
8. The personal care composition of Claim 3 wherein the composition is a make-up remover, wherein the carrier comprises a deterative surfactant and water.

9. The personal care composition of Claim 3 wherein the composition is an antiperspirant, wherein the carrier comprises a thickening agent, and an antiperspirant active.
10. A method of making the polyol-in-silicone emulsion according to Claim 1 comprising mixing the alkyl dimethicone copolyol with the polyol at a speed of at least about 1000 rpm and at a temperature of at least about 40°C.
11. A method of making the polyol-in-silicone emulsion according to Claim 2 comprising the steps of:
- (a) mixing the polyol and the hydrophilic skin treatment agent; and
 - (b) mixing the alkyl dimethicone copolyol with the product of step (a) at a speed of at least about 1000 rpm and at a temperature of at least about 40°C.
12. An anhydrous personal care composition comprising by weight:
- (a) from about 0.01% to about 15% of an alkyl dimethicone copolyol having an HLB of from about 4 to about 6, and a molecular weight of from about 10,000 to about 20,000, wherein the alkyl group is made of about 10 to about 22 carbons;
 - (b) from about 0.01% to about 35% of a polyol, wherein the weight ratio of the alkyl dimethicone copolyol to the polyol is from about 100 : 1 to about 2 : 8; and
- wherein the composition is substantially free of water.
13. The anhydrous personal care composition of Claim 12 wherein the composition is a lipstick, comprising by weight:
- from about 0.01% to about 15% of the alkyl dimethicone copolyol;
 - from about 0.01% to about 35% of the polyol;
 - from about 10% to about 20% of a solid wax;
 - from about 30% to about 80% of an oil; and
 - from about 2% to about 20% of a pigment.
14. The anhydrous personal care composition of Claim 12 further comprising a hydrophilic skin treatment agent in an amount soluble in the polyol.